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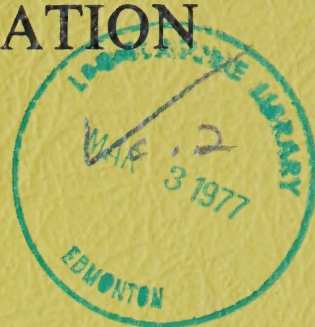
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TRAVEL INDUSTRY ASSOCIATION OF ALBERTA



POLICY STATEMENT

THE OFFICIAL OBJECTIVES OF T.I.A.A.
1975

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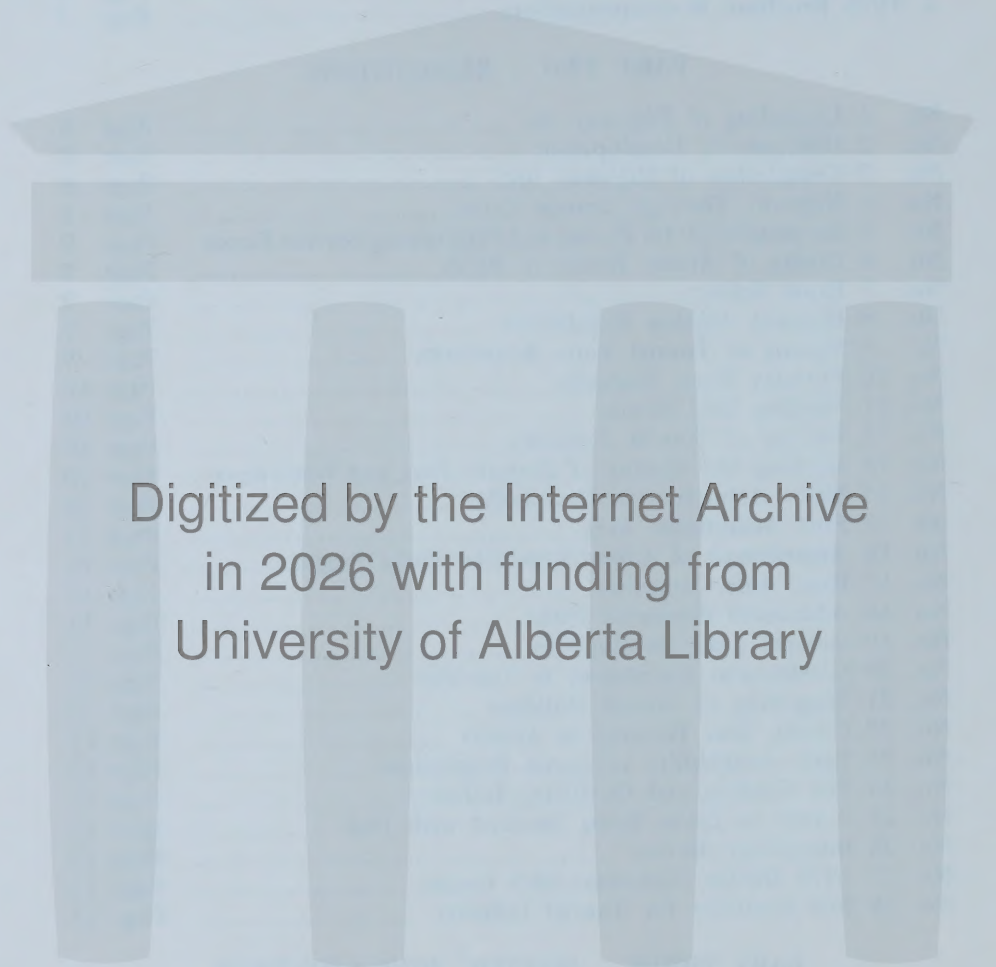
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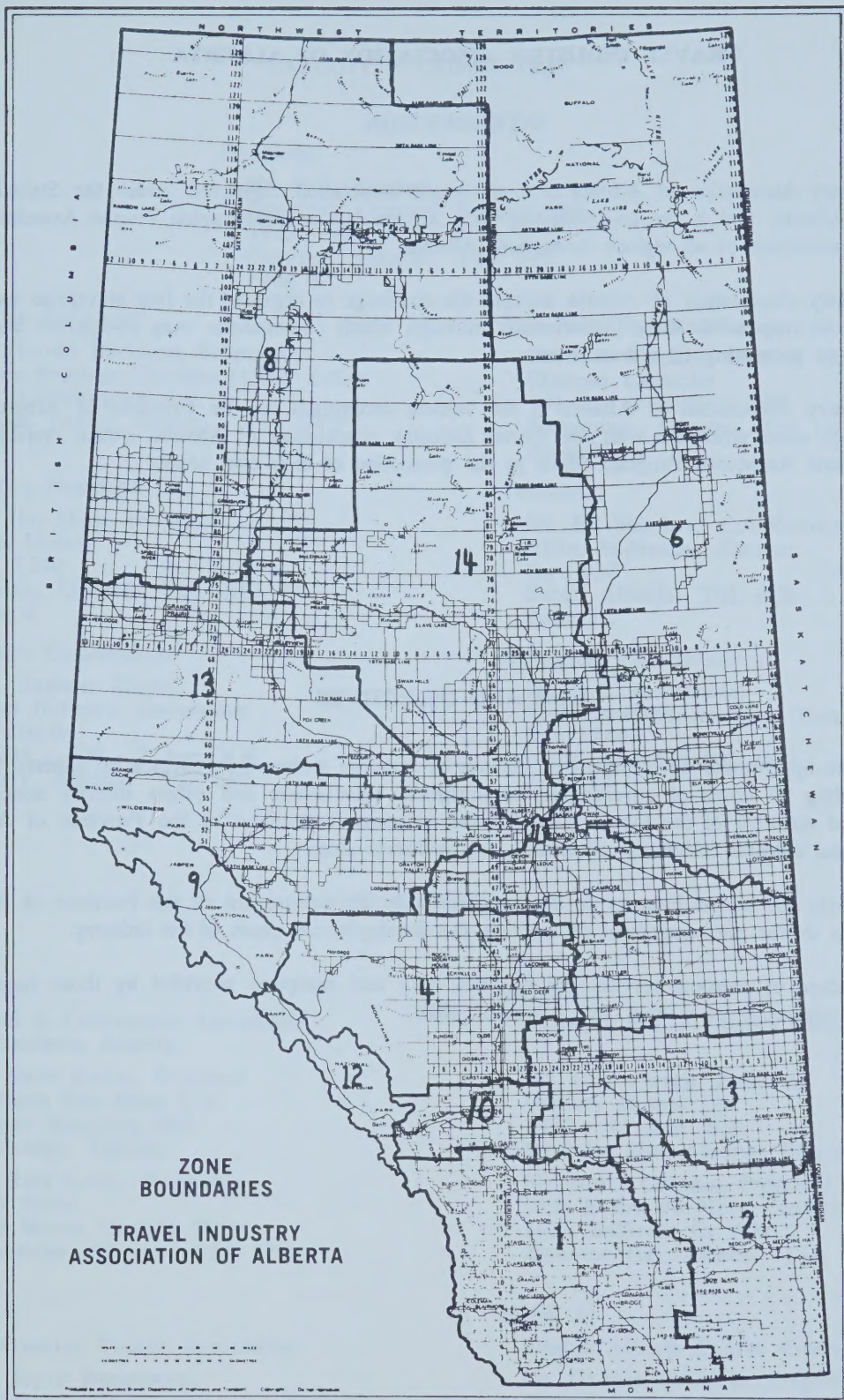
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TRAVEL INDUSTRY ASSOCIATION OF ALBERTA

INTRODUCTION

The Travel Industry Association of Alberta is a non-profit association registered under the Societies Act of the Province of Alberta, and is the co-ordinating body for the fourteen geographic Tourist Association Zones, which cover the promotion of all regions throughout Alberta.

The Travel Industry Association of Alberta accepts the challenge to organize the free enterprise sector of the tourist industry into responsible Zone Associations, through which communities may co-operate and plan together for action in promoting their own areas.

The Travel Industry Association of Alberta is the vehicle recognized by the Province of Alberta, through which Zones, may, upon affiliation with the Travel Industry Association of Alberta, obtain consideration for Travel Alberta Zone Assistance Program funds in the promotion of their own areas.

AIMS AND OBJECTIVES

To ensure that the appropriate development of the tourist industry within the Province of Alberta by working with and counselling all levels of government, corporations, associations and others directly concerned with the promotion and servicing of the tourist trade for the economic betterment of the Province of Alberta and the recreational and cultural fulfillment of visitors and residents alike.

Represent effectively the tourist industry in deliberations with the government of the Province of Alberta and other governments in the encouragement of meeting the developmental needs of the industry.

Improve the standard of personal service and facilities, care and reception provided by those responsible for the comfort and enjoyment of visitors and Albertans alike.

EXECUTIVE COMMITTEE

President:

Mr. W.F. Fowler
President, Camrose Booster Ltd.
4925 - 48 St.
Camrose, Alberta. T4V 1L7
Zone 5

1st. Vice President:

Mr. Harold Harkness, Proprietor
Brown Brothers Clothiers (1970) Ltd.
10030 Richmond Ave.
Grande Prairie, Alberta. T8V 0V3
Zone 13

2nd. Vice President:

Mr. Ken MacKell, General Manager
Chateau Lacombe
101 St. at Bellamy Hill
Edmonton, Alberta. T5J 1N7
Zone 11

3rd. Vice President:

Mr. Jim Mark, Proprietor
Oasis Motel,
Box 1240
Ponoka, Alberta. T0C 2H0
Zone 4

Treasurer:

Mr. Ed Shenher, C.A Partner,
Allan, Suderman, Shenher
Box 930
Banff, Alberta T0L 0C0
Zone 12

Executive Co-ordinator:

Mrs. Marjorie Zingle,
Travel Industry Association
of Alberta.
No.201 - 720 - 7 Ave. S.W.
Calgary, Alberta. T2P 0Z1

Immediate Past President:

Mr. W.E. Armstrong,
Vice President, Brewster Transport Ltd.
Box 1140,
Banff, Alberta T0L 0C0
Zone 12

DIRECTORS

ZONE 1:

Travel & Convention Association
of Southern Alberta.

Mr. Steve Kotch, President
Northern Bus Lines Ltd.
College Shopping Mall
Lethbridge, Alberta.

Mr. Rick Kratz, Proprietor
Crest Motel
1030 Mayor Magrath Drive
Lethbridge, Alberta. T1K 2P8

ZONE 2:

Medicine Hat & District Tourist Council

Mr. Ron Craven, President
Century Homes Ltd.
1479 - 11 Ave. N.E.
Medicine Hat, Alberta. T1A 6G7

Mr. Bruce Graham, President,
Walt & Bruce's Motor Service Ltd.
1035 Bullivant Cr. S.W.
Medicine Hat, Alberta T1A 5G7

ZONE 3:

Big Country Tourist Association
Mrs. Joyce Hargreaves,
Realtor,
Box 2274
Drumheller, Alberta T0J 0Y0

Mr. Jerry Beach, Proprietor
Beach's Food Market Ltd.
Hanna, Alberta

ZONE 4:

Central Alberta Tourist Council
Mr. Gordon Daviduik, Proprietor
Juniper Esso
Box 1210
Lacombe, Alberta. T0C 1S0

Mr. John Ditto, Sec. Mgr.
Town of Alix,
Alix, Alberta. T0C 0B0

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA

DIRECTORS—Continued

ZONE 5:

Battle River Tourist Association
Mr. Ken Ince,
Realtor,
Box 2077,
Stettler, Alberta. T0C 2L0
Mr. John Gust,
Implement Dealer
Bashaw, Alberta. T0C 2L0

ZONE 7:

Evergreen Tourist Association
Mr. Jim Kohlman,
Automotive Sales
Box 1175
Hinton, Alberta
Mr. Dale Panteluk,
General Delivery
Winterburn, Alberta

ZONE 9:

Jasper Park Chamber of Commerce
Mr. Carl Hesse, Hotel Manager,
Box 814,
Jasper, Alberta T0E 1E0
Ms. Wyona Jones, Sales Mgr.
Canyon Travel Agency
Box 161,
Jasper, Alberta. T0E 1E0

ZONE 11:

Edmonton Convention Bureau
Mr. Ken MacKell, General Mgr.
Chateau Lacombe,
101 St. at Bellamy Hill
Edmonton, Alberta. T5J 1N7
Mr. John Learn, 2nd. Director
Travel Development Officer,
City of Edmonton,
1328 Imperial Oil Building,
Edmonton, Alberta

ZONE 13:

Game Country Travel Association
Mr. Harold Harkness, Proprietor,
Brown Brothers Clothiers (1970) Ltd.
10030 Richmond Avenue,
Grande Prairie, Alberta. T8V 0V3
Mrs. Lucy Lunblad, Proprietor
Valleyview Building Supplies,
Box 90
Valleyview, Alberta

ZONE 6:

Lakeland Tourist Association
Mr. Peter Doonanco, Teacher
Glendon, Alberta
Mr. Wm. Likar, Proprietor,
Lloydminster Motel
Lloydminster, Alberta

ZONE 8:

Land of the Mighty Peace Tourist
Association
Mr. Harold Cunningham, Proprietor
Flamingo Motel
Box 1028
Fairview, Alberta
Mr. Bob Horvath,
Painting Contractor
11107 - 103 St.
Peace River, Alberta

ZONE 10:

Calgary Tourist & Convention Association
Mr. Harry Natall, Retired
3020 - 14 St. S.W.
Calgary, Alberta. T2T 3V7
Mr. Don McIntyre, Asst. Director
Sales and Tours
Greyhound Lines,
125 - 4th Ave. S.W.
Calgary, Alberta.

ZONE 12:

Banff—Lake Louise Chamber of Commerce
Mr. John Gow, Manager,
Sunshine Village Ski Resort
Box 1298,
Banff, Alberta
Mr. Ed. Shenher, C.A. Partner,
Allan, Suderman, Shenher
Box 930,
Banff, Alberta. T0L 0C0

ZONE 14:

Midnight Twilight Tourist Association
Mr. Milt Lawrence, Proprietor,
Milt's Laundromat
Box 135,
Barrhead, Alberta. T0G 0E0
Ms. Leanne Penner, Motel Mgr.
Box 308,
Slave Lake, Alberta. T0G 2A0

PART ONE

HIGHWAY POLICY

T.I.A.A. feels that the Department of Transportation should pursue a policy of consolidation of numbering in cases where a major route involves several numbered highways, in order to reduce the confusion of visitors unfamiliar with the situation.

T.I.A.A. feels that even greater attention should be given to signing to indicate directions to more of the major centres in Alberta, and also that signing at junctions of highways and secondary roads requires continued attention to make them more adequate.

T.I.A.A. feels that roads in Provincial Parks should be upgraded to at least Secondary Highway standards.

T.I.A.A. feels that more of the historic routes of Alberta's early explorers and pioneers should be recognized by naming highways in their honor.

T.I.A.A. feels that the Forestry Road from Coleman to Grande Prairie should be upgraded and paved to make it an alternative safe scenic north-south route through the province.

T.I.A.A. feels that with the increasing use being made of Highway Campsites, increasing attention must be given to their maintenance and repair.

T.I.A.A. feels that litter barrels should be more numerous, and that an attractive eye-catching design be adopted for receptacles, and used throughout the entire province, commencing with the Provincial Parks.

T.I.A.A. feels that the need for more dumping stations throughout Alberta is increasing at a very rapid rate, and that the Department of Transportation should make these installations at weigh scale sites and highway campsites; and of course have the necessary signing erected.

T.I.A.A. feels that more public telephones are needed, particularly in isolated areas, for use in cases of emergencies.

T.I.A.A. urges the Department of Transportation to consider an east-west highway, border to border, from near Grande Centre to near Dawson Creek.

In connection with the Howse Pass, T.I.A.A. urges the Government of Alberta to increase its efforts to have the Canadian Government construct a connecting highway through the National Park, and to have the British Columbia Government construct the short extension required to make the David Thompson route an alternative east-west interprovincial highway, in order to reduce the congestion on Highway One.

1976 BROCHURE RECOMMENDATIONS

A committee composed of nine resource people drawn from six of the fourteen Zones (Zones four, six, seven, nine, eleven and fourteen) reviewed the 1975 literature produced by Travel Alberta, and made the following recommendations which were officially adopted at the Annual Meeting of T.I.A.A. in Calgary.

1. That the page size of Adventure Guide remain the same.
2. That the Adventure Guide have four pages per Zone, with better concentration of what is shown in the pages, based on Zone input.
3. That circle tours be removed from the Adventure Guide.
4. That each Zone have authority to work with Travel Alberta on size and selection of pictures to be included in the Adventure guide.
5. That Travel Alberta examine the possibility of producing additional individual Zone pieces for revised editorial content by Zones.
6. That Zones have the opportunity to revise original editorial content in sufficient time to catch errors and omissions.
7. That Travel Alberta retain a professional photographer to obtain high quality, all-season Zone pictures, for use in the Adventure Guide.
8. It is suggested that the name, "Vacation Guide," does not describe the service this particular brochure performs, and should be called "Accommodation and Service Guide".
9. Since 80% of people travel by car, and a high percentage stay at a combination of campsites and motels, then it follows that campground information should remain in the "Accommodation and Service Guide".
10. That all campsites including Federal, Provincial, Municipal and Private, be listed alphabetically by location, and facilities in each be indicated.
11. That the Accommodation and Service Guide should retain the 1972, '73, '74 and '75 format.
12. That the return card also indicate the availability of specific Zone literature.

PART TWO

RESOLUTIONS

No. 1 — UPGRADING OF HIGHWAY 36

WHEREAS: There is a recognized serious need for the improvement, development and paving of an alternate north-south highway within the Province of Alberta, and,

WHEREAS: This long-felt need is greatly increased by the proposal of an "energy corridor" for this part of the Province,

THEREFORE BE IT RESOLVED: That the Government of Alberta Department of Transportation take immediate action to upgrade and pave Highway 36 from Warner to Lac La Biche;

AND BE IT FURTHER RESOLVED: That the identity of this highway be extended to Fort McMurray.

No. 2 — HIGHWAY 41 DEVELOPMENT

WHEREAS: There is a recognized serious need for the improvement, development, and paving of north-south highways within the Province of Alberta, and

WHEREAS: The Travel Industry Association of Alberta recognizes these matters, and anticipates increases in tourist traffic in the eastern part of the Province,

THEREFORE BE IT RESOLVED: That the Government of Alberta Department of Transportation take immediate action in the upgrading, and paving of Highway No. 41 which traverses the Province of Alberta from Medicine Hat to a point five miles north of Elk Point, Alberta;

AND BE IT FURTHER RESOLVED: That the 37 miles along Highway 41 between the communities of Vermilion, Alberta, and Wainwright, Alberta be paved immediately due to a high and increasing traffic volume*

*Government Highways flow chart-1973

No. 3 — COMPLETION OF HIGHWAY 964

(Second Submission)

WHEREAS: Number 2 Highway is already a main artery through the Lesser Slave Lake and Peace River areas which provides access to the many tourist attractions and economic regions of the country, and

WHEREAS: An all-weather road joining the said Highway at Fairview and continuing North and West of there to Ft. St. John, B.C., would shorten the route to Alaska for those persons travelling, whether they be tourists or commercial truckers, and

WHEREAS: The bridge across the Peace River at Taylor, B.C. is a vital link in the Alaska Highway and has already been proven important to the economy and national defence of this country, and indeed this continent, an alternative route should be provided, and

WHEREAS: The completion of this road from Fairview to Ft. St. John would provide a much needed access to market for the many farmers living in the area, and for the proven natural resources which would then become economically accessible, and

WHEREAS: The Government of the Province of Alberta has realized the importance of the road and has completed a major portion, for which we give it credit, and

WHEREAS: There is a section of this road at the West end which remains impassable,

THEREFORE BE IT RESOLVED: That the Travel Industry Association of Alberta petition the Government of the Province of Alberta to complete Highway Number 964 from Fairview, extending North and West to the B.C. Border as soon as possible.

No. 4 — HIGHWAY THROUGH GRANDE CACHE

(Second Submission)

WHEREAS: A Grande Cache - Grande Prairie Highway would provide increased tourist potential in the North West sector of Alberta and hence additional dollars in the private sector, and

WHEREAS: The Grande Cache - Grande Prairie Highway would increase the value and frequency of circle-type tours through Zones 8, 13 and 14, and

WHEREAS: The Grande Cache - Grande Prairie highway would provide an extremely important link with tourist travel on the Alaska and MacKenzie Highways, and

WHEREAS: The completion of this new Highway will open up new and beautiful country adjacent to the Canadian Rockies,

THEREFORE BE IT RESOLVED: That Travel Industry Association of Alberta stress to the Province of Alberta, Department of Transportation, the value of the early construction and completion of an all-weather Highway from Highway 16 through Grande Cache to Highway 2 near Grande Prairie.

No. 5 — RESPONSIBILITY FOR PAVING AND MAINTAINING SERVICE ROADS (Second Submission)

BE IT RESOLVED: That Service Roads paralleling major highways and used entirely or primarily by highway traffic be considered part of the Highway System. Accordingly, they should be paved and maintained by the Department of Transportation even if they are in an incorporated municipality. Precedents have been set by financial aid to city freeways even though they are used mainly by city traffic.

No. 6 — PAVING OF ACCESS ROADS TO PARKS (Second Submission)

WHEREAS: Secondary and access roads to parks, campsites and communities would greatly enhance the appeal of the Zone attractions and facilities to the visitor industry, and

WHEREAS: Such roads would then provide the resident population of rural areas with a much improved facility,

THEREFORE BE IT RESOLVED: That Travel Industry Association of Alberta make representation to the Government of the Province of Alberta to pave the unpaved portions of such roads as practical and possible at an early date.

No. 7 — RURAL SAFETY

WHEREAS: More tourists are visiting the rural portions of Alberta, and

WHEREAS: Many of these visitors are used to driving in the cities where road intersections are nearly all identified with stop and yield signs, and

WHEREAS: Many serious accidents in Alberta now take place at rural intersections,

THEREFORE BE IT RESOLVED: That the Government of Alberta establish a policy with counties, municipal districts and improvement districts by which rural intersections are properly marked by signs with the Provincial Government providing the necessary funding.

No. 8 — HIGHWAY SIGNING REGULATIONS (Second Submission)

WHEREAS: The Government of Alberta does not allow roadside signs within 1,000 feet of Highway Right of Ways, in all areas not incorporated;

WHEREAS: With Highway realignment, many communities are left several miles removed from major, tourist travelled roads, and

WHEREAS: Such communities, in many cases, do have places of interest to the travelling public but are unable to promote these places of interest due to existing regulation, and

WHEREAS: These communities are not given the opportunity to capitalize on revenue available from the tourist industry, and

WHEREAS: They are treated as "second class towns" due to existing regulations,

THEREFORE BE IT RESOLVED: That Travel Industry Association of Alberta petition the Department of Transportation with reference to having the regulations changed to allow signing, which promotes communities of interest to the travelling public, along major highways in the Province;

FURTHER: Such signing be allowed only at the nearest intersection of roads to such sites of interest and the nearest major highway.

No. 9 — SIGNING AT TOURIST ZONE BOUNDARIES (Second Submission)

WHEREAS: Keeping the tourists informed of their general location while touring Alberta is the Tourist Association's responsibility, and,

WHEREAS: Informing tourists of entrance and exit of each Zone in Alberta, would add to the peace of mind of some travellers, and,

WHEREAS: Travel Alberta has indicated a general brochure with information from all Zones will soon be designed making the need for Zone Boundary signs highly desirable,

THEREFORE BE IT RESOLVED: That Travel Industry Association of Alberta urge the Department of Transportation to erect suitable signs on all major Highways at points where they cross Tourist Zone Boundaries.

No. 10 — FORESTRY ROAD MARKINGS (Second Submission)

WHEREAS: An increasing number of tourists are enjoying our forestry roads, and

WHEREAS: Travelling on these remote roads requires adequate road markings,

THEREFORE BE IT RESOLVED: That the Department of Energy & Natural Resources in co-operation with the Department of Transportation embark on a project to upgrade the road markings on Alberta Forestry Roads, paying particular care to mark dead-end roads.

No. 11 — MARKING GRID ROADS (Second Submission)

WHEREAS: The program of assigning numbers to Secondary roads in Alberta has been of great benefit to those who travel Alberta, and,

WHEREAS: The program of assigning numbers to Secondary roads in Alberta has been of great benefit to those who Travel Alberta, and,

WHEREAS: The signs erected by the Alberta Motor Association in rural areas have proven to be of great assistance to motorists travelling roads which would otherwise have been unmarked, and,

WHEREAS: Greater emphasis is now being placed on visitors who are catered to by residents in the rural area,

THEREFORE BE IT RESOLVED: That a major program of marking of rural roads at their intersection with grid roads or highways be instituted by the appropriate authorities or agencies.

No. 12 — SIGNING OF TOURIST FACILITIES (Second Submission)

WHEREAS: Tourist Information Signs on Alberta Highways are inadequate, especially at highway exits leading to tourist facilities, and,

WHEREAS: All highway exits leading to tourist facilities should be marked by adequate tourist information signs, and,

WHEREAS: The term "Service Centre" suggests nothing more than a group of service stations to some out-of-province visitors, and,

WHEREAS: The term "Tourist Facilities" is too vague to convey the required information,

THEREFORE BE IT RESOLVED: That the Department of Transportation move toward the use of international signs that indicate the specific facilities available such as service stations, motels, hotels, restaurants, trailer parks, serviced campgrounds and primitive campgrounds;

FURTHER: Whenever such facilities are not clearly visible from the highway exit, that the mileage to the facility also be stated below the tourist sign, and distance to next campsite.

No. 13 — MARKING AND SIGNING OF HISTORIC SITES AND WATERWAYS (Second Submission)

WHEREAS: Many of our historic trails are unmarked in the Province of Alberta, and,

WHEREAS: These trails are an integral part of past history,

THEREFORE BE IT RESOLVED: That this organization goes on record to encourage the Province of Alberta to install suitable signs and markers designating these historic sites and waterways.

No. 14 — MAJOR ATTRACTION IN DRUMHELLER

WHEREAS: The area in the vicinity of Drumheller is perhaps one of the most unique in the world as a source of paleontology and geological artifacts, and,

WHEREAS: A tract of land in this vicinity has been made available to the Province of Alberta suitable for a unique Provincial Park,

THEREFORE BE IT RESOLVED: That the Government of Alberta embark on a long-term project, using the newly acquired land as a starting point, to develop yet another, distinctly different, major attraction of a global nature, involving a structure of major proportions, to include an extensive museum containing genuine dinosaur remains, auditoriums, classrooms, laboratories, libraries, and any other amenities that scientists and scholars deem suitable to be included, with the objective being to create an institution that would eventually become known the world over as the mecca of information, research facilities and artifacts of this particular field of know-

ledge, of such a high standard that it would attract scientists, scholars, students and interested people from all parts of the world on a year-round basis.

No. 15 — FORT ASSINIBOINE AREA

WHEREAS: Alberta Government surveys have shown that the area in the vicinity of Fort Assiniboine is most suitable for reservation as a recreation area, and,

WHEREAS: A Provincial Park in this area would be within a short distance to the citizens of Edmonton, and,

WHEREAS: The Government of Alberta already now owns vast areas in this section of the Province,

THEREFORE BE IT RESOLVED: That Government of Alberta develop the recreation potential of this area by forming a Provincial Park of substantial size in the vicinity of Fort Assiniboine.

No. 16 — AMENDMENT OF URBAN PROVINCIAL PARKS PROGRAM

WHEREAS: The Government of Alberta has developed a program of Urban Provincial Parks, and,

WHEREAS: Urban Provincial Parks will not only provide additional park facilities for the local urban residents, they will also provide additional facilities for visitors to the urban communities, and,

WHEREAS: The Urban Provincial Parks program presently only applies to the cities of Calgary and Edmonton, and,

WHEREAS: Other urban communities in Alberta also need and could benefit from Provincial Parks within their boundaries,

THEREFORE BE IT RESOLVED: That the Travel Industry Association of Alberta request the Government of Alberta to amend the Urban Provincial Parks Program to include all cities in Alberta.

No. 17 — ROAD SIDE CAMPSITES (Second Submission)

WHEREAS: Alberta Road Side Campgrounds have proven to be a great asset to the people of this Province, and,

WHEREAS: Provincial Parks at times of the year become over-crowded making the highway campsites valuable secondary camping areas,

THEREFORE BE IT RESOLVED: That the Alberta Provincial Government continue its excellent program of setting up and maintaining road side campsites.

No. 18 — ADDITIONAL PROVINCIAL PARKS (Second Submission)

WHEREAS: Overcrowded conditions at the Provincial Parks have caused this Association great concern,

THEREFORE BE IT RESOLVED: That Travel Industry Association of Alberta urge early action by the Government of Alberta in the development of more Provincial Parks.

No. 19 — ISOLATED LAKE DEVELOPMENT

WHEREAS: Considerable damage can be caused to the wilderness areas by the indiscriminant individual seeking seclusion;

WHEREAS: Many of our easily accessible lakes, campsites and parks are being over-crowded, and,

WHEREAS: Private development of small isolated lakes, which could only be reached by such methods as hiking, riding etc. would provide the need of those seeking the quiet or secluded holiday along with some degree of supervision that would prevent ecological damage,

THEREFORE BE IT RESOLVED: That the Government of Alberta give consideration to permitting adequate private development of suitable small lakes and areas.

No. 20 — GOVERNMENT INVESTMENT IN TOURISM

WHEREAS: Travel Alberta is attempting to divert tourists to less well known tourist attractions in our Province, and,

WHEREAS: Less well known tourist attractions rarely have adequate campgrounds, picnic grounds, trails and other facilities, and,

WHEREAS: Tourists visiting less well known tourist areas often stay in small municipalities each year and,

WHEREAS: Small municipalities very often do not offer adequate amenities such as paved streets, sidewalks, parks and municipal recreation facilities, and,

WHEREAS: These smaller municipalities could afford to provide these amenities if they had a healthy tourist industry to finance them, and,

WHEREAS: These smaller municipalities are unlikely to get a healthy tourist industry until they provide these amenities, and,

WHEREAS: The Government of Alberta is committed to a policy of using oil revenues to broaden and expand the economy of Alberta in order to ensure its future prosperity,

THEREFORE BE IT RESOLVED: That the Government undertake a cost-sharing study to determine the future of investing oil revenue in:

1. A major expansion of recreation facilities in potential tourist areas.
2. Major funding of municipal amenities in villages and towns situated where future tourist accommodation will be needed.

No. 21 — STAGGERING OF SCHOOL HOLIDAYS

WHEREAS: The travel service in Alberta chronically suffers from serious shortage of suitable staff, and,

WHEREAS: The greatest requirement is for seasonal staff, in particular during the summer and winter months, and

WHEREAS: Travel Industry Association of Alberta, Travel Alberta and the tourist industry generally are endeavouring to fill out the shoulder season, back into May and on into October, and

WHEREAS: Requests to Canada Manpower for assistance in obtaining staff during the summer months have brought about 1% return, while Canada generally has approximately 5% of the total work force unemployed and drawing benefits at that time, and,

WHEREAS: The bulk of additional summer staff for the travel industry consists of students who are free in May and return to their studies the first week in September. In May they are short of money and require work immediately, and in August they want a holiday before resuming their studies, and,

WHEREAS: The employers are short of labour from the last week of August until mid-October, and from the end of February to the end of April, and,

WHEREAS: Representation has been made to the Northern Alberta Institute of Technology, the Southern Alberta Institute of Technology, the Universities at Calgary and at Edmonton, the University of British Columbia, the University of Victoria, Simon Fraser University, Selkirk College, Red Deer College, and the former Minister of Advanced Education for

Alberta, etc. outlining our problem and requesting a review of their school year, to assist us in filling in our problem periods, with negative results,

THEREFORE BE IT RESOLVED: That the Travel Industry Association of Alberta make representation to the Alberta Government Departments responsible for Business development & Tourism, Education & Manpower, to the Travel Industry Association of Canada; to the Hon. Robert Andras, Minister of Manpower & Immigration; and the Hon. Marc Lalond, Minister of Health & Welfare that;

1. Fuller use be made of the available labour force, and,
2. Schools of advanced education be encouraged to stagger their summer break, and in particular continue it later into the fall.

No. 22 — GRIZZLY BEAR HUNTING IN ALBERTA

BE IT RESOLVED: That the Alberta Government Fish and Wildlife Administration consider the following recommendations in regard to hunting grizzly bear in the Province of Alberta:

1. That the license fee for grizzly bear hunting be raised to \$200.00 for residents and \$500.00 for non-residents.
2. That the killing of a legal grizzly bear trophy be a once-in-a-lifetime privilege.
3. That the penalty for illegally killing a grizzly bear be quite substantial.
4. That logging and construction camps be compelled to locate garbage dumps at least ½ mile from campsites.

No. 23 — EARLY AVAILABILITY OF GAME REGULATIONS

WHEREAS: Game regulations are not available until the end of August each year, and,

WHEREAS: Many people, planning a hunting trip for their holiday must advise their employer early in the year of the time when they wish to take their vacation, and,

WHEREAS: Earlier availability of game regulations would enable the people who cater to this type of clientele to adequately serve more customers effectively and efficiently,

THEREFORE BE IT RESOLVED: That the Government have Game Regulations finalized and available not later than the end of April each year.

**No. 24 — THE GUIDING AND OUTFITTING
INDUSTRY**

WHEREAS: It is felt that there are a great number of unqualified guides operating in Alberta, and,

WHEREAS: This service is extremely important to a particular class of tourist in Alberta, and,

WHEREAS: The quality of this service has a great deal to do with the success and satisfaction of a vacationer requiring this service,

THEREFORE BE IT RESOLVED: That the Government of Alberta take urgent and stringent action to upgrade all levels of guiding in the Province.

**No. 25 — ACCESS TO LAKES BEING
STOCKED WITH FISH
(Second Submission)**

WHEREAS: The Provincial Government stocks lakes with trout for sport fishing, and,

WHEREAS: The citizens of the Province of Alberta support this project through their taxes,

THEREFORE BE IT RESOLVED: That when the Provincial Government stocks these lakes, that it make provisions for adequate access to these lakes.

No. 26 — INTERPRETER SERVICE

WHEREAS: An increasing number of people, unfamiliar with the English language, are arriving in Alberta daily from many countries of the world, and,

WHEREAS: These persons are unable to communicate, and therefore, experience hardships because of this barrier,

THEREFORE BE IT RESOLVED: That Travel Alberta institute a language interpreter service at International Airports in the Province. It is suggested that a survey be made which would result in a list of persons, phone numbers and the language spoken of volunteers willing to assist in making people welcome, this said log of information to be available at the airport.

**No. 27 — 1978 BRITISH COMMONWEALTH
GAMES
(Second Submission)**

WHEREAS: All communities in Alberta will derive economic benefits of having the Commonwealth games in Alberta,

THEREFORE BE IT RESOLVED: That Travel Industry Association of Alberta support the 1978 British Commonwealth Games to be held in Edmonton.

**No. 28 — FULL PORTFOLIO FOR
TOURIST INDUSTRY
(Fourth Submission)**

WHEREAS: The Visitor Industry has proven itself to be of economic benefit to the people of Alberta, and,

WHEREAS: The visitor Industry has the definite potential of becoming Alberta's greatest revenue producer, as well as a source of meaningful job opportunities, and,

WHEREAS: Concern has been expressed (by the Premier of this Province) that too much reliance has been placed on two other more obvious industries, and,

WHEREAS: The Premier has further expressed a desire to develop more industries,

THEREFORE BE IT RESOLVED: That a new full portfolio be created to deal exclusively with the Visitor Industry and that this portfolio encompass all related departments.

PART THREE

SPECIFIC ZONE CONCERNS

Zone 1 - Travel and Convention Association of Southern Alberta

- no additional submission

Zone 2 - Medicine Hat and District Tourist Council

- no additional submission

Zone 3 - The Big Country Tourist Association

The Big Country Tourist Association is particularly concerned about the inadequate signing at the junction of Highways 9, 27 and 56, a point approximately thirteen miles north-east of the city of Drumheller, commonly known as the "Morin Corner". In the view of the association the present situation leads to confusion and is unsafe. It urges that corrective action be taken on this matter by the Department of Transportation, keeping in mind that the route to Drumheller as well as to the Dinosaur Trail from this point be indicated.

Zone 4 - Central Alberta Tourist Council

The Central Alberta Tourist Council is very concerned about the deplorable condition of the "West Pine Lake Road", a route going from Highway 42 south to the east-west road to Innisfail. The road provides access to five resorts, one hotel-cabin-trailer park complex, three children's campsites, one general tourist facility centre plus a number of private cottages. The need for improvement of this road has been recognized by the local county and Chamber of Commerce for at least eight years, with apparently little or no appreciation of the problem indicated by the Department of Transportation. The association urges that work on a new road be built in this area immediately.

Zone 5 - Battle River Tourist Association

(a) Battle River Tourist Association is interested in having the historic route of Anthony Henday, commemorated, who entered the Province of Alberta on September 11, 1754, just north of the Town of Chauvin. It is suggested that a beginning could be made by erecting suitable signs on Highways 14, 17, 41, 36 and 21. As far as can be determined, Henday was the first white man to tour the Western Prairies and visit Alberta.

(b) Battle River Tourist Association is concerned about the deplorable state of the section of Highway 13 between Camrose and Wetaskiwin. This particular piece of road serves two of the cities of Central Alberta, and has a high traffic count. It is to be hoped that the Department of Transportation will give this problem early consideration.

Zone 6 - Lakeland Tourist Association

(a) Lakeland Tourist Association feels that the Forestry Road to Touchwood Lake be extended to connect with Spencer Lake, Seibert Lake and the north end of Pinehurst Lake.

(b) Lakeland Tourist Association would like to have a branch forestry type road constructed into the area connecting Jackson and Kinaurid Lakes.

(c) Lakeland Tourist Association urges that public campsites be constructed at Seibert, Pinehurst and Jackson Lakes.

Zone 7 - Evergreen Tourist Association

- no additional submission

Zone 8 - Land of the Mighty Peace Tourist Association

(a) Land of the Mighty Peace Tourist Association feels that there should be more money spent for promoting travel to the northern Zones. While it has no objection to the promotion of the National Parks, the Calgary Stampede and Edmonton Klondike Days, it wishes to point out that any increase in tourism in the north, automatically increases traffic in the Southern and Central Zones. The romance of the exploits of the early explorers, the trappers and the northern bush pilots should all be promoted, with emphasis on the good roads, campsites, parks and hotel and motel accommodation.

(b) Land of the Mighty Peace Tourist Association is also concerned about highway signs. It fears that tourists are apprehensive of the unknown, and would be put in a better frame of mind if more information about northern points could be provided by means of highway signing, at southern locations such as Lethbridge.

(c) Land of the Mighty Peace Tourist Association is concerned that there are no scenic stops between Twin Lakes, 35 miles north of Manning and Louise Falls, 53 miles within the Northwest Territories. The Association points out that there are great possibilities in the region of Watt Mountain and Hutch Lake, west of mile 195 of the McKenzie Highway, and asks that the Government of Alberta give consideration to taking Hutch Lake and Watt Mountain into its Provincial Park System.

(d) Land of the Mighty Peace Tourist Association is concerned about the condition of Highway 49, west of Spirit River. This route is a connecting link for circle tours in that part of the Zone. The Association urges that the remainder of this highway be paved immediately.

Zone 9 - Jasper Park Chamber of Commerce Tourist Committee

- no additional submission

Zone 10 - Calgary Tourist and Convention Association

- no additional submission

Zone 11 - Edmonton Convention Bureau

(a) Fort Edmonton Project

(1) There is a paucity of Tourist attractions on the Yellowhead route in West Central Alberta except for Jasper National Park.

(2) The organizers of Fort Edmonton project could well receive financial help from the Provincial Government to continue and to complete this excellent project located in the Edmonton river valley.

(3) Its completion, and as a matter of fact at any stage of progress, is an excellent historical background to the early days of Northern Alberta.

Therefore the Edmonton Convention Bureau request the assistance of the Province of Alberta both financially and Promotionwise in future development of this worthy project.

(b) Improvement of Edmonton signing in Calgary area

(1) Tourists and other visitors proceeding to Edmonton from Southern Alberta and in particular those using Highway No. 1, have at times difficulty in establishing just where they should turn off the mentioned highway to proceed to the Edmonton area.

(2) It is noted that in the Edmonton area directional signs showing turn off points to Calgary are apparent and in such form that a visitor to Alberta can easily find the proper route. As a matter of fact, on Highway No. 2, until one reaches Red Deer from the south, Edmonton is not mentioned on Alberta Government highway signs.

Therefore an improvement to signing in the Calgary area directing visitors to the Edmonton area be requested of the Alberta Department of Transportation particularly on Highway No.1.

Zone 12 - Banff-Lake Louise Chamber of Commerce Tourist Committee

- no additional submission

Zone 13 - Game Country Travel Association

- no additional submission

Zone 14 - Midnight Twilight Tourist Association

(a) Highway Paving

Midnight Twilight Tourist Association feels that the primary highways are the main arteries of the Travel Industry in this particular Zone, and is therefore very concerned that some of these highways are not completely paved, and are at times in very poor travelling condition. For these reasons it strongly urges that the unpaved portions of Highways 2, 2A and 18 be paved in the near future.

(b) Roadside Campsites

Midnight Twilight Tourist Association has had several requests from member communities for additional roadside campsites in their areas. The association therefore wishes to press for additional campsites in this Zone at locations where they have been requested, in consultation with these communities.

(c) Swan Hills Campsite

Midnight Twilight Tourist Association is concerned about the lack of camping facilities along a 105 mile stretch of road in the Swan Hills area. The Association suggests that locations be considered in the following order:

1. East side of road at Morse Creek - 1½ miles South of the Town of Swan Hills.
2. Half way between Kinuso and Swan Hills.
3. Half way between Fort Assiniboine and Swan Hills.

The Association strongly urges the Government of Alberta to take immediate action to fill the need for camping facilities in this particular area.

TRAVEL INDUSTRY ASSOCIATION OF ALBERTA

PAST PRESIDENTS

1974 - W.E. Armstrong
1973 - George MacDonald
1972 - Marwood Swain
1971 - Hugh Craig
1970 - L.J. Adams
1969 - J. Weber
1968 - J. Weber
1967 - Sven Ericksen
1966 - A.W. Mitchell

Note: Time did not permit the necessary research to complete this suggested addition to our policy book, but will be pursued further in the coming year. Any information that can be provided by individuals would be much appreciated.

